

ALWAYS
ALFRED SUNG

Introducing Always Alfred Sung

A Fragrance Designed for Modern Love

New York, January 2009 - Known for his iconic bridal wear, Alfred Sung has been making women feel beautiful for more than two decades. His design aesthetic - whether it's ready to wear, bridal or home - is punctuated with classic styling and timeless sophistication.

Always Alfred Sung, the new fragrance from noted designer Alfred Sung, tells a modern love story.

Alfred Sung created Always Alfred Sung to complement the beauty of today's bride and to enrich the sensory experience of her wedding day. Using his design experience and bridal expertise, Alfred Sung created this fragrance with the modern bride in mind.

A romantic and luminous floral that is beautiful throughout, Always Alfred Sung interprets the ideals of timeless romance and elegance through a modern aesthetic. There is a light, airy quality to the body of the fragrance with a sparkling effervescence on top. The delicate floralcy wraps the entire fragrance and fills your senses.

"I love beauty. And what is more beautiful than a woman on her wedding day?"

- Alfred Sung

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THE INSPIRATION

"I was inspired to create Always Alfred Sung after reading a biography of Grace Kelly – the book put special emphasis on the beauty and elegance of her legendary wedding day. I was enamored by the details of the iconic wedding – the regal ceremony, the classic dress, the profusion of flowers and the timeless love story that her wedding represented."

- Alfred Sung

Alfred Sung worked with noted perfumer Clement Gavarry of IFF to create Always Alfred Sung.

"I wanted this fragrance to express the uniqueness of true love and the joy and intensity of passion. I handcrafted a bright and colorful bridal bouquet around the most precious and unique ingredient of my palette, Orris. This romantic creation unwraps as a crescendo of delightful floral sensations with lush nuances of kumquat and neroli on a sensual bed of ambrette seeds, patchouli and sandalwood."

- Clement Gavarry, IFF

Designed to be worn and treasured always, this fragrance was named for the ideals it represents. To Alfred Sung, the word 'Always' means eternal, timeless, everlasting.

"I created this fragrance for women in love – I wanted it to be something that could be worn always."

- Alfred Sung

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THE FRAGRANCE

Always Alfred Sung is centered by Orris gently infused in a floral dew of Waterlily, Honeysuckle and Pink Peony, and enlightened with delightful shades of Neroli and Kumquat. Its dry-down is marked by a blend of rich Sandalwood, Patchouli and Ambrette Seeds.

LUMINOUS TOP

Always Alfred Sung opens with the floral dew of Waterlily harmonizing with the radiance of Kumquat and Neroli, adding an ethereal quality to the fragrance.



RADIANT HEART

The mid notes of Always Alfred Sung add femininity to the bouquet - delightful florals of Pink Peony and Honeysuckle Petals unwrap the jewel of the fragrance, the Orris.



ELEGANT DRYDOWN

Always Alfred Sung dries down into the warmth of Sandalwood and Patchouli on an intimate bed of Ambrette Seeds, adding a hint of sensuality to the fragrance.



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THE PACKAGING

BOTTLE

A stunning entry into the bridal fragrance category, this Always Alfred Sung fragrance bottle is a new interpretation of the iconic Sung Alfred Sung parfum bottle. A white, high-gloss band elegantly frames the bottle while the sparkling silver 'Always Alfred Sung' logo shines on the clear glass of the front panel. A crystal clear cap illuminates the silver atomizer.

CARTON

The Always Alfred Sung carton is glossy white with an embossed white floral design. The design is elegantly embraced by white petals, and is adorned with silver stamp details.

THE PRODUCTS

1.7 fl. oz/50 ml Eau de Parfum Spray	52.00 USD / 68.00 CDN
3.4 fl. oz/100 ml Eau de Parfum Spray	68.00 USD / 88.00 CDN
6.8 fl. oz/200 ml Luminous Body Lotion	32.00 USD / 38.00 CDN
.23 fl. oz/7 ml Eau de Parfum Rollerball	18.50 USD / 22.00 CDN

Always Alfred Sung will be available at elizabetharden.com in April 2009.

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